

Proposed
Citizen's Coöperative Market.

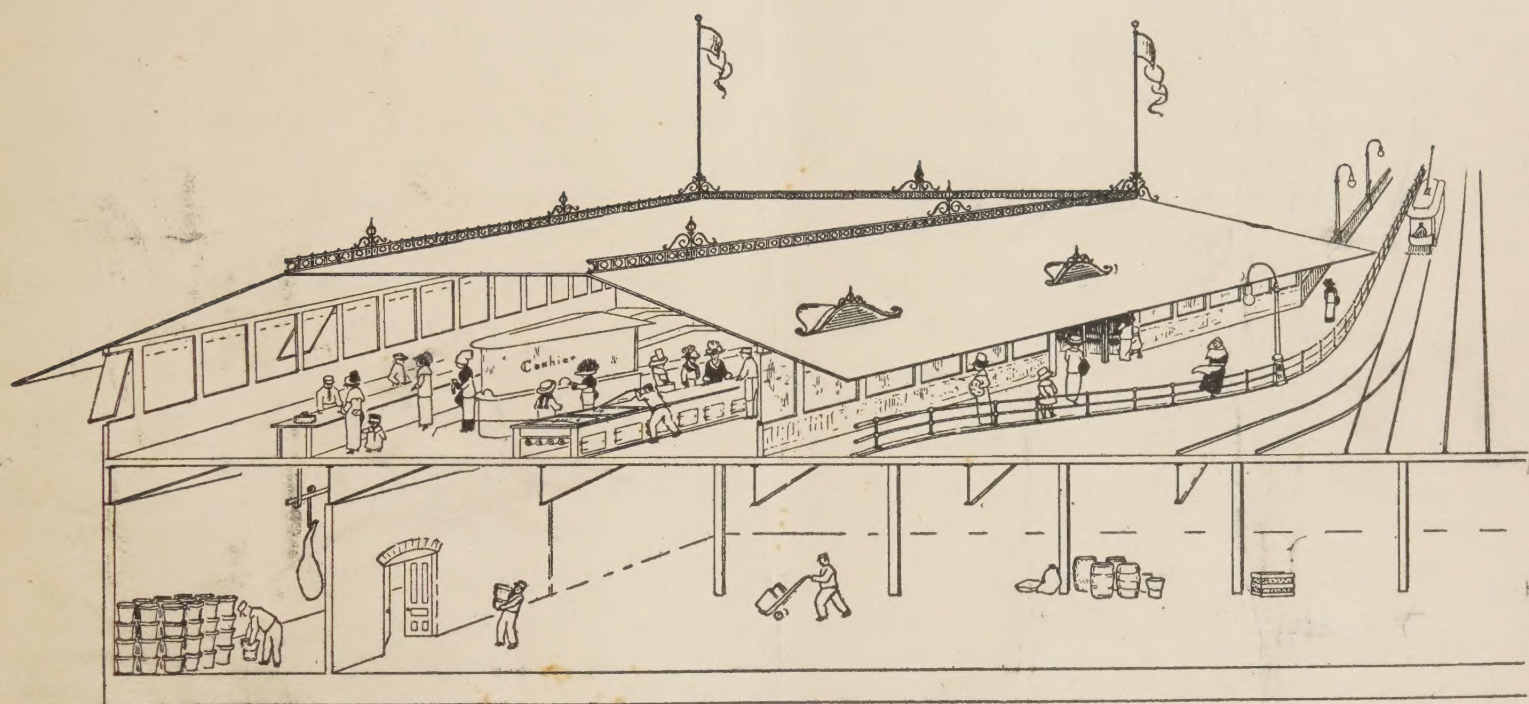
Circular issued Mch. 29, 1912.

Call for public hearing, issued July 14, 1915.

Proposed Citizens' Co-operative Market

AT THE

St. George Ferry, Steam & Trolley Terminal



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Why another market on Staten Island?

Because the existing markets are steadily and rapidly crowding up prices.

Why are they raising prices?

Because of the steadily increasing number of dealers between producer and consumer. There are too many dealers "in series" between the farmer and the retailer. There are too many retailers working "in parallel," serving each district. A dozen dealers supplying the same goods to the same street is a familiar fact.

A new market is needed because no single small dealer can carry a broad and fresh stock. Instead of one big stock covering all grades and lines, "turning over" frequently in a big volume of trade, we are harassed by a large number of duplicated small stocks, none complete and all partly stale.

A new market is needed because no small market can control its own cold storage. Cold storage is a modern improvement of vast value to the consumer—if used for the consumer's good. At present it is used largely to deceive him, or even to poison him, for the benefit of someone else.

Therefore the consumer must own and control his own cold storage plant. He will then know when the stuff he buys went into cold storage. Then, when he selects between country eggs and cold storage eggs in January, he will get July eggs for July prices (plus the cost of storage, which is insignificant), knowing that they are July eggs.

The telephone and delivery-wagon are also modern conveniences of great value—if used to benefit, rather than to deceive, the consumer. Each housewife has a right to telephone her orders, when she cannot conveniently go to market in person, and to know that the man at the other end of the wire is acting in her interest. This can be true *only* when he is her own salaried employe.

All these desirable features can be had only in a *big* market, and in a *co-operative consumers'* market, where every worker is the consumer's salaried employe.

Such a market is practicable only at the St. George ferry-terminal. That is the only place on the Island now passed naturally twice a day by the bulk of the moving population. It is the only place accessible to all travelling to Manhattan, without extra carfare.

At least fifty people change cars at St. George, to one person doing so before the doors of any other market on the Island. In the case of most of the present markets, this proportion would be several hundred to one.

Does this plan for a new big market, then, mean the extinction of all the small markets?

Not as a rule. The small outlying market will be able to buy wholesale at the new market in St. George, instead of being obliged to go to Manhattan, as now. Each trip would save twelve miles of travel, and probably some purchase-price. In that event the small markets would become virtual branches of the St. George market, transferring to their customers its advantages, in part.

If they can serve in that way their patrons better than the central market direct, they will retain their trade.

The mechanical features of the St. George location are ideal for a market. Most of the farm-produce grown on the Island passes St. George each night, on its way to Manhattan. Afterwards, Staten Island retailers must travel to Manhattan to buy our portion back again.

The local growers would be glad to sell on the Island; but they cannot afford to sell on any smaller scale than wagonload lots. No other market than at St. George could afford to buy such large lots. Such a market would increase farm and house real estate values in every corner of the Island.

For produce brought by rail or boat, the site is also ideal. Such commodities are meat, poultry, eggs butter, apples, peaches, melons, sea-foods and staple groceries. Such stuffs must now all be bought in small lots from Manhattan commission-merchants. Buying in carload or schooner-load lots, the St. George market could buy at much better advantage than any small dealer.

Except with meat, it could own the stuff from the time it was bought of the producer, by its own salaried agent, in carload lots, until it reached the consumer's door.

Between the end of the new steel viaduct and the ferry-house is a space 412 feet long, occupied above by a trolley-platform, but not utilized in any way below. The Dept. of Docks & Ferries has now under contract, and has just started to build over this space, a steel and concrete trolley-platform, following the existing viaduct in general style.

The shape of this platform in plan-view is that of a broom laid flat. The viaduct forms the "handle" of the broom. The trolley platform is the "head," 412 feet long and 219 feet wide at the ferry-house end, narrowing thence to fit the "handle." (See plan-view on next page.)

Beneath this platform is available for receiving and storage purposes an enormous space, about 14 feet high at the ferry-end and 25 feet high at the bridge-end. Railroad tracks run along one side. Wagon-entrance is accessible at one end. Here is to be located a wagon-concourse, for wagons backing up to load or unload; a receiving and assorting platform; storage-rooms, some chilled and some not; a refrigerating, power and heat plant; freight-elevators to the floor above, and offices.

This space (and the structure now under construction) belongs to the Department of Docks & Ferries. It is available without vote of city government, a matter which would consume time. Commissioner Tompkins has virtually full power to construct and lease a building there for public market purposes, and has expressed his sympathy with the general plan of doing so. Deputy Commissioner Barney and Chief Engineer Betts have been over the ground with one of the members of the citizens' committee, and have given the preliminary plans informal approval.

More definite action awaits evidence from the citizens that they earnestly demand a market.

The new trolley-platform is to be narrower than the present wooden platform (see dotted lines, Fig. 3). The proposal is to extend the new steel platform, on its southerly side, to the outline of the present wooden platform (full lines, Fig. 3).

Over this extension and alongside the trolley tracks is to be built a light and airy one-story steel-and-glass retail market house, 412 feet long, 118 feet wide at the bridge-end and 38 feet wide at the ferry-end (see Figs. 1 and 2). Here purchasers will select their goods.

Meat, fish, etc., will be displayed beneath glass, upon slabs chilled by refrigerating pipes beneath the counter. Modern aseptic cleanliness will be the motto. The fullest possible history of origin will be attached to each lot of goods.

Elevators will bring supplies from the store-rooms below, and will return the purchased goods (if desired) to the delivery-wagons on the lower floor.

Although no business could be done here before the lapse of some months, yet prompt action is imperatively demanded. The steel-concrete platform is already under construction. The points and switches for the trolley-tracks (which are heavy, expensive steel affairs, some of which should be altered to get the best form of market-house) are already ordered.

IF STATEN ISLANDERS WISH A MARKET AT ST. GEORGE AT ALL, they must take decisive preliminary action immediately. Within a few days it will be too late.

The chance is too good to be missed. Public opinion is already largely aroused. Help it to express itself. Speak out your own views. Offer your help. This *must* be a general citizens' movement, if it is to succeed at all.

Staten Island, March 29, 1912.

Fig. 1

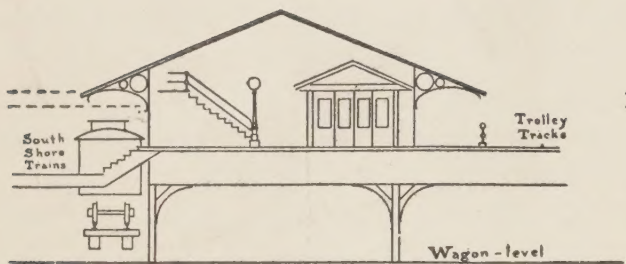
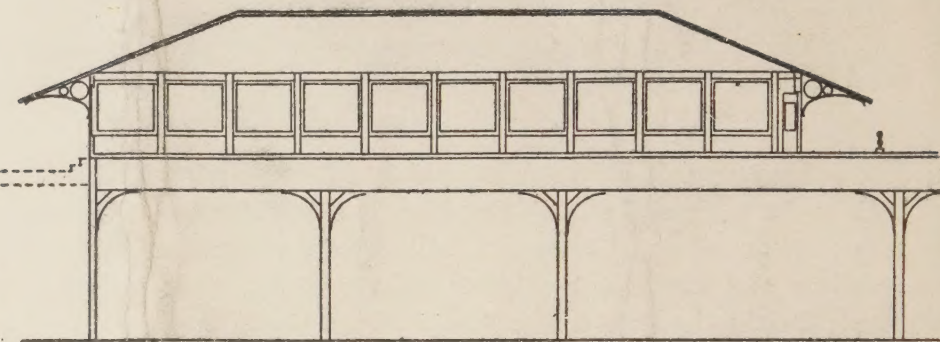


Fig. 2



Scale: 1 inch - 32 feet

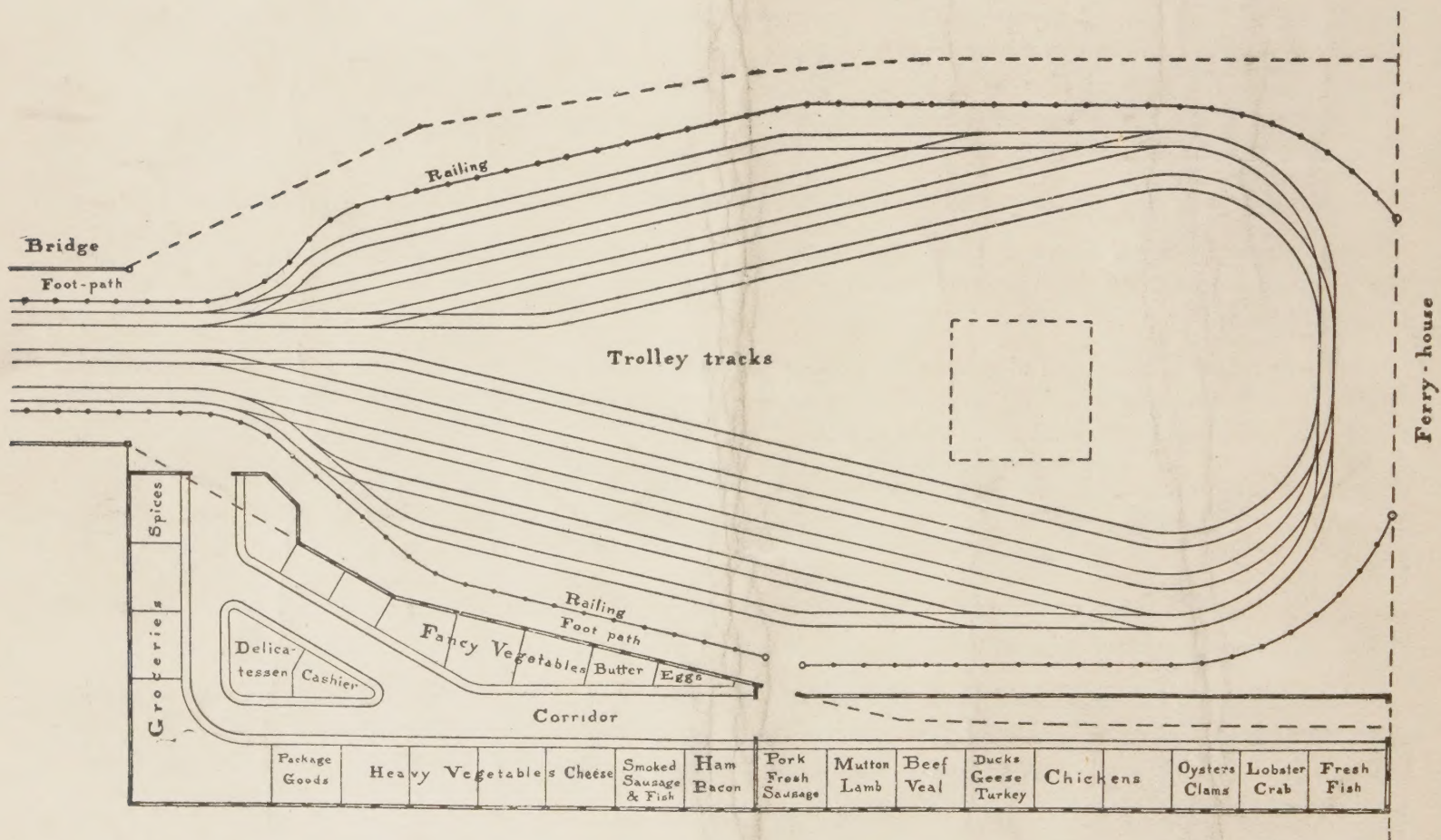


Fig. 3. Plan View. Scale: 1 inch - 64 feet

Staten Island, July 14, 1915.

To The Subscribers to the "Co-operative Consumers of Staten Island".

Although no meeting of this organization has been held for over two years there has been an immense amount of work done, during this interval, by the committees appointed to further the proposed plan.

Incorporation papers have been obtained which may be taken over by the Society when desired, and through a personal canvass, about \$15,000 has been pledged to support the movement by approximately 500 people.

This was deemed sufficient assurance of public interest in the proposed Co-operative Market, and the Committee then turned its attention to securing from the City permission to lease the desired site at the St. George Terminal. During all this time the subject has been under consideration by the various authorities of the City Government, and the Committee has worked unceasingly, through every known channel to get a decisive answer, but without success. The fact that the whole market question for New York City is still an unsolved problem may have something to do with the delay in answering our many requests. Certainly ours is the most practical and least expensive plan yet presented, and our Borough is the only one whose citizens have come forward with a proposal to uphold with their own time and money a plan to improve local market conditions.

At last, after many efforts which were effectively aided by our lamented late Borough President, Mr. McCormack, a Public Hearing will be held by a Committee of the City's Sinking Fund Commission, at Borough Hall, Tuesday Evening, July 20th, at 8 o'clock.

This meeting is of the greatest importance, for at this time the question will be decided, once for all, whether we are to be permitted to have this site and make our effort for a modern market, or whether the chance goes forever into the hands of those who have utterly failed to provide any mitigation of the many evils of the present methods of food supply.

Do YOU still want a market where you can buy all table supplies under one roof in a new, properly planned and equipped building, where you will be assured of getting pure food, sanitary conditions, accurate weights and measures, and all these for less money than you are now spending?

If so, come to the meeting! It depends on you, not some one else, to prove to the Commissioners that we are in earnest. Doubtless there will be opposition, but if we all stand together we can surely get this Market which will be a help to each one of us and a credit to our Borough.

Please do not forget! Borough Hall, at 8 P.M., Tuesday, July 20th.

NORTH McLEAN, Chairman.

